

MOTIVATION AS A FACTOR OF COMPETITIVENESS

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The question of creating of new market products is fundamental. But what actually is consumer looking for? Each good is a packed service for solving exact problem. Woman, who buies the lipstick, doesn't simply buy the colour for her lips. She buies the hope.

The task of a market agent is to show hidden within any good need for it and to sell not the qualitative characteristics of this good, but its benefits.

In a given work we suppose that motivation, which is the basis for consumer's choice, defines the potential of competitiveness of goods both on national and world markets.

Taking for the base the positive motivation of consumer we select main motives-determinants of consumer's choice:

- attitude to object, cognitive processes;
- emotions and pulsed purchasing;
- philia and altruism, social norms and motivation to please other people;
- the culture of personal behaviour and national culture.

A new product is accepted by exact national market and integrated into the culture of given country if possesses:

a) utilitarian (practical) features for the countries of "low cultural context": Russia, Ukraine, anglo-saxon cultures;

b) hedonic (sensual) features for the countries of "high cultural context": India, China, countries of Latin America.

Table 1. How cultural context impacts personal choice

Characteristics of Higher Context Cultures	Characteristics of Lower Context Cultures
<ul style="list-style-type: none"> - Strong preference towards cultural traditions; placement of emphasis on the group (e.g., collectivism) - Desire for many close personal relationships with family, friends and clients - Tendency to use multiple forms of communication at once (e.g., tone of voice, timing, facial expressions and choice of words) - Focus on meaning that is implicit in relationships and situations 	<ul style="list-style-type: none"> - Strong preference towards individual decisions and preferences; - Lack of strong cultural pressure to follow tradition - Tendency to use explicit straightforward communication (e.g. complete, accurate, and appropriate word choice) - Willingness to change cultural patterns

The choice of consumer is mainly realized on emotional than cognitive background. Culture is capable to make somebody to laugh or to cry, extending the borders of emotional world. Only economy of desires is able to direct the creative energy on consumption, to transform forgotten culture in welcome and thereby to convert desire in money.

We represent the project of advancement to the world market of "Kroleveckiy Rushnyk" as a world brand following the prospects:

1. strong points of the project: unique handmade product, the value of rarity and technology, has no analogue among competitors as artistic value, has a history of the origin, carrier of the national folk culture as central attribute of social-cultural, religious and other traditions of ukrainians, forms the image of the country in the world;

2. development of the production complex in the north region of Sumy region (Krolevec, Putivl, Shostka) that will allow:

- the increase the amount occupied on 2 thousand person (both in production and service);
- to reduce caused by ecology damage to population without breaking the rational structure of food consumption;
- to earn from tourism in sum of 700 000 \$ per year, including excursions and souvenirs;

to earn from the sale of shirts with elements of the embroidery through Internet: www.ebay.com for ukrainian in USA, Canada, Australia in sum of 40 000 \$ per year;

to provide the social infrastructure (repairing of the superhighways).

It is shown that the realization of competitive advantage project "Kroleveckiy Rushnyk " on basis of positive motivation gives to Sumy Region the sum of 76 mln. 320 thous.\$ profit per year.

We are sure that the most seminal way for the statement of the national identity lies through such interpretation of national culture, which will do it comprehensible and significant for the people of the whole world.